

Theme State



Khushboo Gujarat Ki

Cultural Partner



उ.पू.ह.ह.वि.नि.  
NEHDC

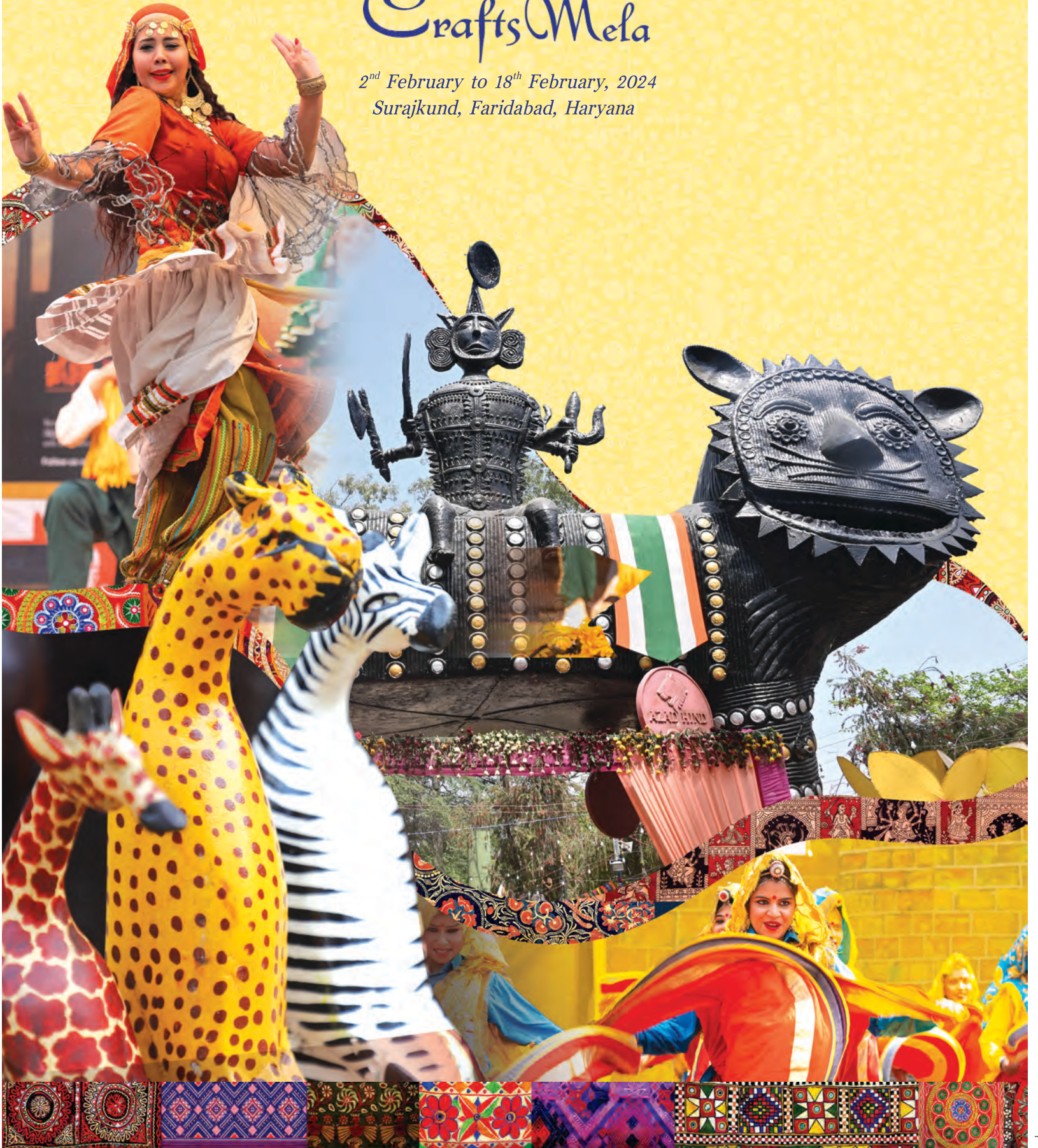
Partner Nation



United Republic of Tanzania

# 37<sup>th</sup> Surajkund International Crafts Mela

2<sup>nd</sup> February to 18<sup>th</sup> February, 2024  
Surajkund, Faridabad, Haryana





# A FAIR TO REMEMBER

Surajkund International Crafts Mela is a highly acclaimed world's biggest crafts fair. It is a mosaic of India's diversity and a kaleidoscopic celebration of crafts, music and rhythm, art and culture from across the world. Indulge in shopping of authentic traditional crafts, handicrafts and handlooms, witness the folk performances or delve into the culinary treats from far corners of the globe. It is all here at Surajkund Mela.

It is a one of its kind experience where you get to interact with skilful and dexterous artists who showcase their talents with their magnificent handicrafts items in the majestic rural backdrop. As you wander in the meandering lanes of the fair, you are taken back in time, when life was simple, as you witness the entire landscape dotted with thatched huts, rural folks in traditional attires, hear languages from across the country and the world, the experience is simply transcending. The performance areas, food courts and entertainment zones also add a splash of celebration to the ambiance.



# LANGUISHING CRAFTS FIND A PATRON

Traditional or folk art is a reflection of history and cultural roots of a society. But with time such art and craft has lost its glory and simplicity against the fast pace of modern world. Across India, traditional folk art and culture face threat of extinction. Lifestyle changes have deprived the folk art forms of their context, traditional promoters and audience. Surajkund International Crafts Mela aims to revive and revitalize such vanishing art forms as a mean of sustainable livelihood by bringing such artisans to limelight. This very foundation and the purpose of Surajkund International Crafts Mela makes it stand apart from the other art and culture fairs. It offers a enlightening interface between the visitors and the practitioners of languishing crafts. As the patron of these fading art and crafts, the mela goes many steps ahead to bring visitors from all generations close to these craftpersons. The vision is to rejuvenate the folk art forms on the verge of extinction, facilitate perpetuation of skill and make them more acceptable for present day audience. Treasures of unheard art and craft are exhibited at the Mela. Artisans from remotest corners bring the most fascinating forms of folk creativity. There is a fascinating trail of traditional art from every corner of world.

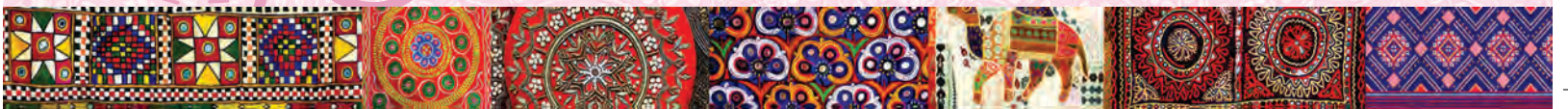




Not only handicrafts but performing arts too take centre stage here at mela. The cultural troupes present distinct dance and folk traditions depicting the culture of the states or the region to which they belong. The artists are enthused by the electrifying ambience at the chaupal (Performance area) and give the event a dash of musical flair. At the open air theater or the 'Natyashala' folk dances and musical evenings are held throughout the fortnight.

Performers from both India as well as participating foreign nations enthrall the audience with ethnic and traditional flavours of their native land. It is a musical and visual treat for those who long to be soaked in tradition and folk art. The cultural evenings are the food of this grand event. Many popular and celebrated artists grace the chaupal and present their unique talent for the audience. From ghazals, classical vocals like thumri to rags, there is a potpourri of classical music from across the nation.





Theme State



*Khushboo Gujarat Ki*







Gujarat has history, and it has plenty of stories. It is home to Dholavira, a city of the Indus Valley civilisation, dating to 3<sup>a</sup> Century BC. As well as contemporary creations, epitomised by the tallest statue in the world.

Gujarat is an unending array of places to visit and lose oneself in. The astounding Rani ni Vav, the goosebump-inducing Somnath temple, the majestic wilderness of the Gir National Park, the beautiful starkness of the Rann of Kutch - to name just a few.

**Where centuries-old traditions and nimble craftsmanship unravel.**

Gujarat has a spellbinding legacy, bringing together varied strands of culture and tradition. It is home to a wide range of textiles that are intricately linked to its past. Artistry characterises Gujarat and it manifests itself in many exquisite handicrafts that best showcase Gujarat's traditions.

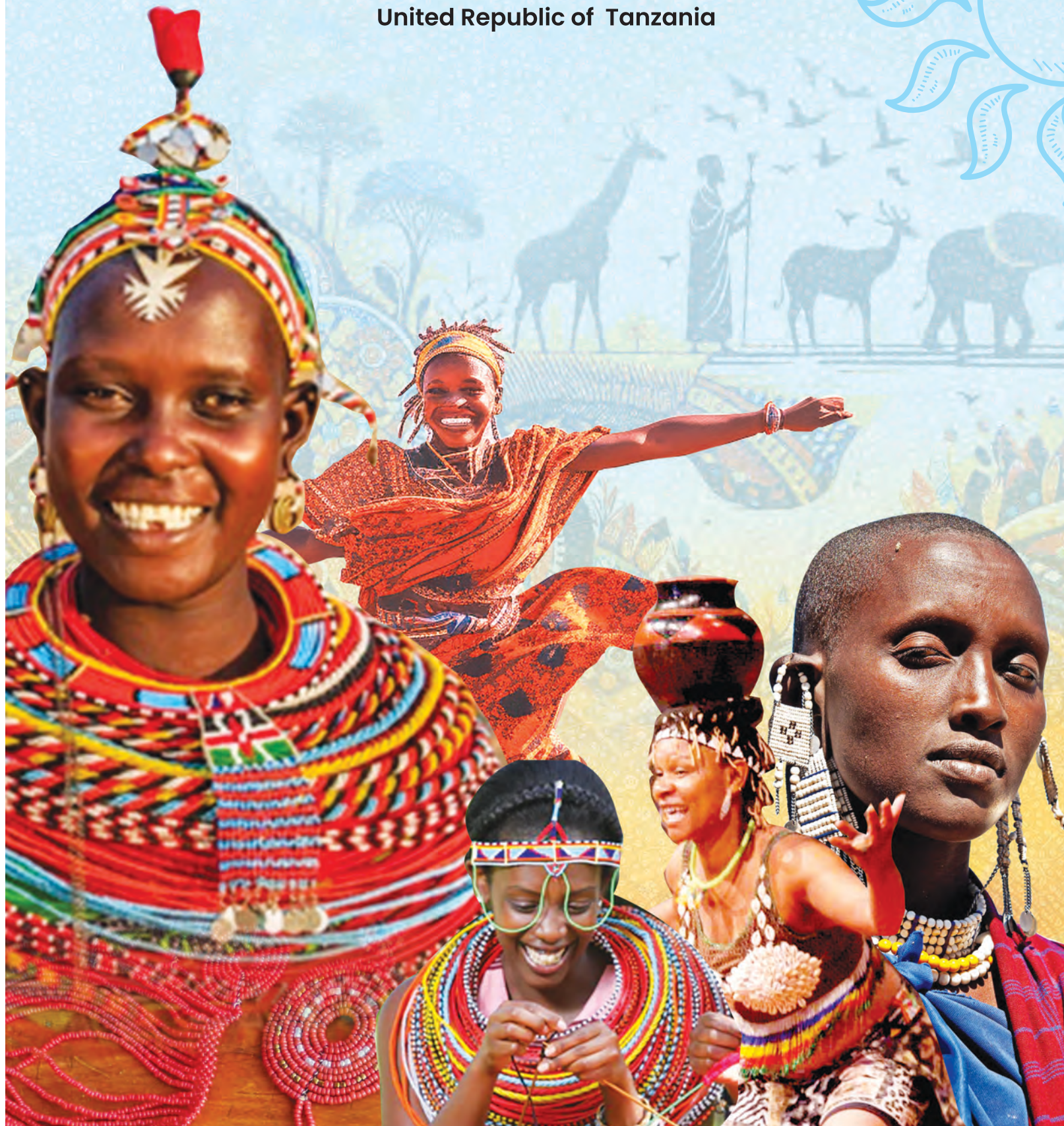
Gujarat has a rich legacy of weaving and handicrafts, encompassing disciplines like-embroidery, tie-dye, block printing, beadwork, metalworking, woodcarving, lacquer work, pottery, marquetry, quilting, stone carving, etc. Come discover every thread weave its magic at Surajkund Mela.





Partner Nation



United Republic of Tanzania






Tanzania, a land known for its breathtaking landscapes and diverse wildlife, is also a canvas for vibrant artistic expression and rich cultural heritage. From the intricate beadwork of the Maasai to the contemporary art scenes in urban centers, Tanzania's local art and crafts scene is a testament to the country's creativity and traditions. Tanzanian artists will take you to a journey through the captivating world of Tanzanian artistry, exploring traditional crafts, contemporary works, the talented local artisans behind them.

## Traditional Crafts and Heritage

At the heart of Tanzania's art scene lies a deep connection to cultural heritage. Traditional crafts, passed down through generations, showcase the artistry of various ethnic groups. The Maasai, renowned for their intricate beadwork, create stunning jewelry, clothing, and decorative pieces that reflect their cultural identity and history. The Makonde people are celebrated for their masterful wood carvings, while the Chaga people excel in crafting baskets, mats, and utensils from local materials.



Cultural Partner



उ.पू.ह.ह.वि.नि.

NEHDC



## **North Eastern Handicrafts and Handlooms Development Corporation (NEHHDC),**

is an organisation that attempts to develop and promote the indigenous crafts of the North Eastern region by connecting craftsmen to prospective markets and consumers and generating economic, cultural and social opportunities for creators while adding cultural value for consumers. It offers a range of products from all the eight North Eastern states namely Arunachal Pradesh, Assam, Manipur, Meghalaya, Mizoram, Nagaland, Sikkim and Tripura. The organisation procures handicrafts and handlooms from artisans and weavers across the region and retails the same through its chain of "Purbashree" Emporia located at Shillong, Guwahati, Kolkata, New Delhi, Bangalore and a Sales Promotion Office at Chennai.

NEHHDC has now brought the art and craft from across the North Eastern Region to Surajkund Mela and it is a chance to experience the vibes of the Northeast through its artisans and exquisite handicrafts which will add the Charm of North Eastern Region of India to the Surajkund Mela.



# APNA GHAR

Tourists and visitors are welcomed with a unique idea called 'Apna Ghar' of Haryana.

This traditional ghar or home is a reflection of traditions of the state, the ethnic and traditional vibe of this region. This Haryanvi house boasts of architecture and local arches, open veranda and room that reflects the roots and lifestyle of its people.

The Apna Ghar has artisans and crafts persons from across Haryana displaying traditional crafts such as earthenware, rugs and metalware made in traditional Haryanvi fashion. Tourists come and interact with the rural folks and learn their unique ways of art and lifestyle. The rooms are filled with exquisite artefacts and ethnic crafts which are on display. The entire structure is decorated with motifs and paintings which tells timeless tales sprinkled with charming colours of rural life.





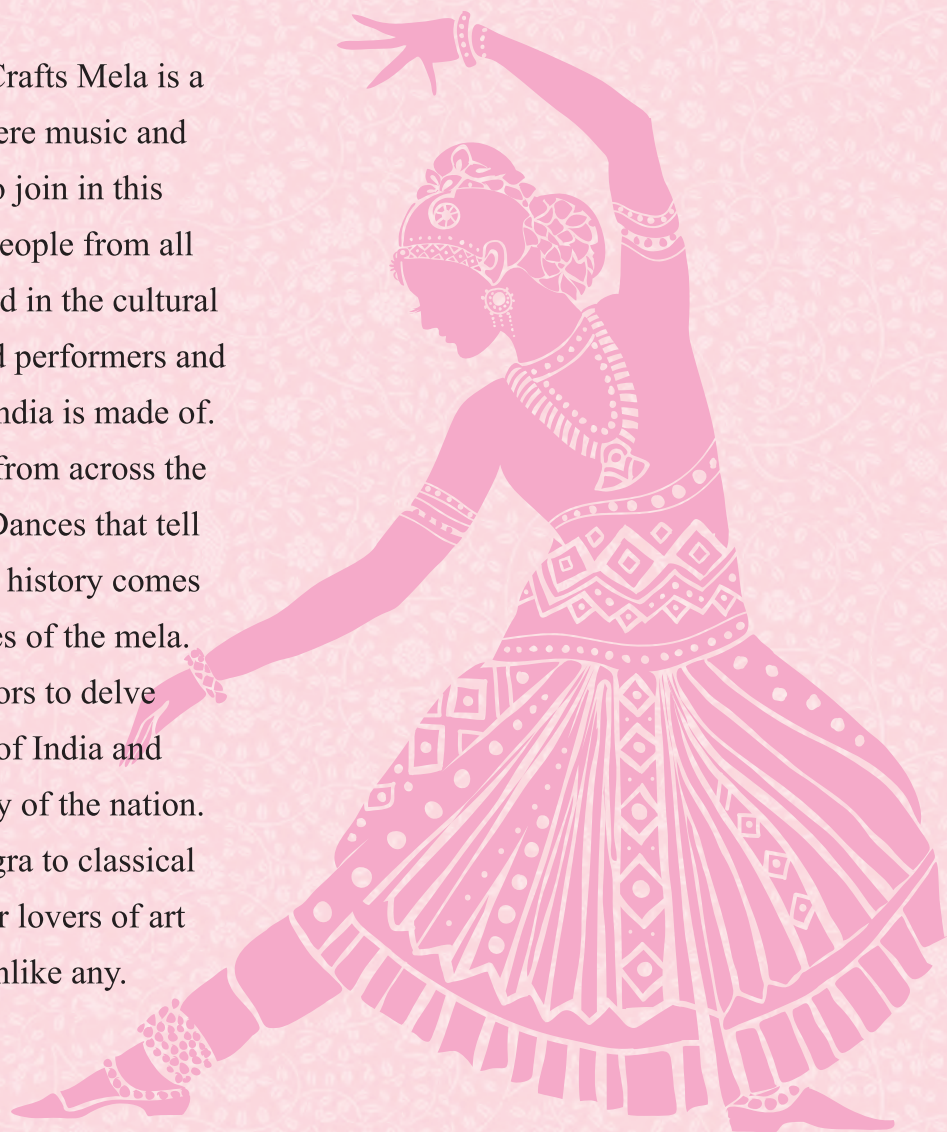
# CARNIVAL



# MUSIC & DANCE

Surajkund International Crafts Mela is a melting pot of sorts, where music and dance invites people to join in this celebration unlike any. People from all walks of life feel immersed in the cultural pathos and join the talented performers and enjoy the colour of what India is made of. Witness sound and beats from across the nation on one platform. Dances that tell tales of rural settings and history comes alive in the amphitheatres of the mela.

It is a chance for visitors to delve into the cultural roots of India and to experience the diversity of the nation. From foot tapping Bhangra to classical ballets there is a treat for lovers of art culture and dance unlike any.







## Road Connectivity

South Delhi  
Dr. Karni Singh  
Shooting Range

Delhi  
Badarpur

Gurugram  
Toll Road

Surajkund

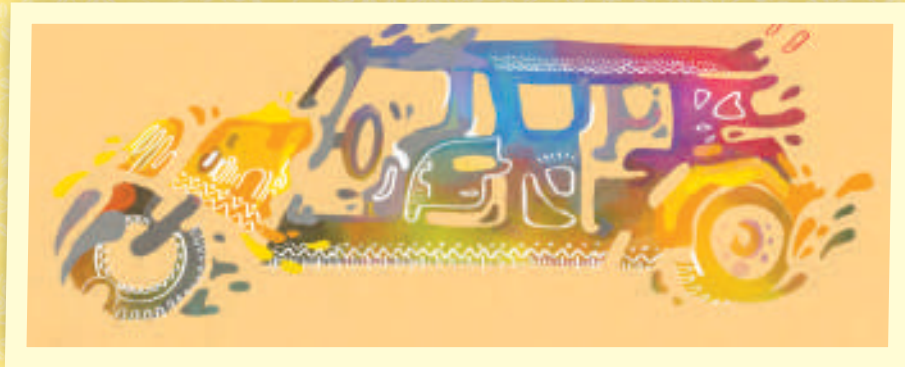
International  
Crafts Mela

Faridabad City





# चलो सूरजकुण्ड



Hotel Rajhans, Surajkund, District Faridabad - 121009 (Haryana)

Tel : +91 129 2512843, 4096154, 2510444, M. 9899545564

Email : rajhans.surajkund@gmail.com, rajhans@hry.nic.in

Haryana Tourism, Chandigarh

Head Office : 17-19, Sector 17-B, Chandigarh, Tel : 91 172 2702955 - 57

Email : haryanaturism@gmail.com, htcdcl@hry.nic.in | Website : www.haryanaturism.gov.in

Haryana Tourism, Delhi

Haryana Govt. Tourist Bureau, 36 Janpath, Chanderlok Building, New Delhi

Tel : 91 11 40452005 | Email : haryanaturism74@gmail.com